



**STATE OF MONTANA
MONTANA DEPARTMENT OF TRANSPORTATION
JOB PROFILE**

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Update

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Formal Review

Date Submitted: 02/02/15

SECTION I - Identification

Working Title:

Public Involvement Officer

Department:

Montana Department of Transportation

Job Code Number:

273315

Division & Bureau:

Director's Office

Job Code Title:

Public Information Specialist

Section & Unit:

Pay Band: 5

Work Address:

2701 Prospect Ave

Position Number: 33209

Phone: 444-xxxx

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FLSA Exempt

☒ FLSA Non-Exempt

☒ Non-Union

☐

MPEA

☐

Blue Collar

Profile Completed By: Lori Ryan

Work Phone: 444-6821

Work Unit Mission Statement or Functional Description:

MDT's mission is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality and sensitivity to the environment.

In support of this mission, public information staff pursues a positive image of the department by taking a proactive approach to disseminating information regarding department-wide activities and interests. Because the media represents the public and is a primary avenue for keeping the public informed about department projects, operations, accomplishments, critical incidents, and policies, public information staff works closely with the media. In addition, public information staff upholds the constitutional right of the public to know what their government is doing on their behalf, and promotes participation by the public in department projects and decisions.

Describe the Job's Overall Purpose:

The overall purpose of this position is to ensure the Montana Department of Transportation meets all National Environmental Policy Act and the Montana Environmental Policy Act requirements for public

involvement, specifically in relation to highway construction projects. This includes taking a proactive approach to seeking and fostering public, consultant and internal/external MDT input and involvement in department projects and decisions. In addition, this position develops and implements strategies to keep the public informed of project progress as it relates to the preconstruction phase of highway projects, administrative rule changes and other meetings.

SECTION II - Major Duties or Responsibilities

This section should be a clear concise statement of the position's major duties and the approximate percent of work time for each duty

% of Time

A. Public Involvement, Notification and Documentation

85%

Ensures the department meets all internal, state and federal requirements for public involvement when appropriate, specifically in regard to the preconstruction phase of highway projects. This includes but is not limited to scheduling and making all facility arrangements and issuing all public notices and publicity (paid and earned) for public meetings/hearings.

Works closely with project staff, consultants and others to assess the public involvement needs and ensure the public involvement process stays on schedule. This involves proactive and continual contact with project managers and management; coordination and monitoring of project progress and scheduling within the project tracking program (OPX2).

Coach and mentor project staff as needed in order to increase effectiveness during public meetings; particularly in the area of communicating with the public.

Works closely with the public and the media to ensure public notifications (media, public, etc) are consistent with MDT branding standards.

Communicates public involvement procedures and practices with staff and the public. Coordinates with department staff to ensure consultants are meeting the department, state and federal requirements and that these practices are uniform throughout the department's five districts.

Communicate project developments, progress, and milestones through news releases, direct mail, or other methods as appropriate. This includes answering or redirecting inquiries from the media and the public.

Creating and placing public notifications. This includes display ads in appropriate area newspapers, writing and issuing news releases, posting notices on both the state and MDT web site, and contacting interested parties through direct mail. This process involves close coordination with project staff and consultants and must be timely and accurate.

Plan and document public meetings. This includes set up, recording, and facilitating the meeting. Post meeting, the position is responsible for transcribing or arranging for transcription of meeting as necessary. This position is also responsible for accurately recording and documenting the public involvement process, including media coverage.

Facilitate public meetings and hearings. This includes making announcements and introductions, responding to inquiries, directing inquiries to appropriate representatives and ensuring the public has the opportunity to be heard.

Mediate potentially hostile situations in order to keep control of the meeting and ensure the meeting/hearing meets its intended purpose.

Reviews and approves content and format of meetings/hearings and hearing transcripts. The public involvement process also includes issuing notices of department actions and redirecting public and media inquiries.

Regularly reviews and updates the department's public involvement handbook to ensure the department is meeting state and federal requirements in regard public participation, open government.

Maintains and keeps current the Director's Office media contact database

B. Other Duties as Assigned

15%

Assists staff in preparing presentations, including Power Point presentations.

Assists Director's Office staff as appropriate.

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1. ***The following duties and/or specific tasks listed under section II above are considered "essential functions" because they require specialized expertise and skill and are the primary reasons the job exists (they must be performed by this position with or without accommodations):***

Duty A - Public Involvement, Notification and Documentation 85%

The following mental and physical demands are associated with these essential functions:

PHYSICAL

- Sitting/Standing for long periods of time
- Driving
- Lift up to 50 lbs.
- Operation of electronic equipment (recording devices, projector, public address system)

MENTAL

- Maintain professionalism at all times
- Deal with public on a regular basis
- Manage multiple priorities
- Accuracy
- Coordination
- Remain calm and effective under pressure
- Tolerance for repetitive tasks
- Organization
- Self-discipline; independence of action
- Attention to detail
- Effective written and verbal communication
- Adapt quickly to changing circumstances

2. Does this position supervise others? ☐ Yes ☒ No

Number directly supervised:

Position Number(s) of those supervised:

3. Attach an Organizational Chart.

SECTION III - Minimum Qualifications - List minimum requirements for the first day of work.

Critical knowledge and skills required for this position:

KNOWLEDGE:

This position requires a working knowledge of communication principles, marketing, public relations, and business administration. An understanding of state and federal highway construction, maintenance and funding is helpful as is an understanding of the National Environmental Policy Act and the Montana Environmental Policy Act. Also, working knowledge of a PA and recording devices/equipment.

SKILLS:

- Strong writing skills, specifically correspondence, advertising and news releases.
- Excellent proof reading and editing skills.
- Excellent oral communication skills – in person, via e-mail, over telephone, also one-on-one and in large groups (public speaking)
- Computer proficiency - including MS Word, databases, desktop publishing and working in a windows environment.
- Excellent customer service skills-- working with internal and external customers.
- Ability to diffuse hostile situations and chair meetings.
- Ability to manage multiple details and deadlines.
- Ability to build relationships with staff, public, consultants, elected officials, other government agency staff and media.
- Ability to document and work within established record keeping systems.
- Use electronic equipment, specifically projectors, recording devices and public address systems.
- Design/layout skills helpful.
- Operation of standard office equipment such as printers, computers, fax machine

Behaviors required to perform these duties:

See also MDT Core Behaviors

- High level of discipline and organization.
- Willingness to accept direction from multiple entities.
- Interest in streamlining procedures and examining practices to best garner public's involvement in department projects.
- Establishing and maintaining effective working relationships
- Ability to remain calm and effective under pressure and scrutiny.
- Tolerance for repetitive tasks.
- Ability to work independently.
- Ability to think clearly and be resourceful under pressure.

- High level of accountability and dependability

Education:

Check the one box indicating minimum education requirements for this position for a new employee the first day of work:

- | | |
|---|--|
| <input type="checkbox"/> No education required | <input type="checkbox"/> Related AAS/2-years college/vocational training |
| <input type="checkbox"/> High school diploma or equivalent | <input checked="" type="checkbox"/> Related Bachelor's Degree |
| <input type="checkbox"/> 1-year related college/voc. training | <input type="checkbox"/> Related Master's degree |

Please specify the acceptable fields of study:

Acceptable: Communications, Business, Journalism, Marketing, Public Relations, Public Administration or other related degree

Other education, training, certification, or licensing required (specify):

N/A

Experience:

Check the one box indicating minimum work-related experience requirements for this position for a new employee the first day of work:

- | | |
|---|--|
| <input type="checkbox"/> No prior experience required | <input type="checkbox"/> 3 years |
| <input type="checkbox"/> 1 year | <input type="checkbox"/> 4 years |
| <input checked="" type="checkbox"/> 2 years | <input type="checkbox"/> 5 or more years |

Other specific experience (optional): Directly related experience composing and issuing news releases, media, advertising, and meeting facilitation.

Alternative Qualifications:

This agency will accept alternative methods of obtaining necessary qualifications.

X Yes ☐ No

Alternative qualifications include:

The agency will consider alternative qualifications on a case by case basis.

SECTION IV – Other Important Job Information

- | | |
|--|--|
| <input type="checkbox"/> Fingerprint check | <input checked="" type="checkbox"/> Valid driver's license |
|--|--|



Background check



Other; Describe

Other information including working conditions such as shifts, lifting requirements, travel or hours.

Must be willing to work overtime on short notice when necessary. Must be willing to adapt quickly to changing circumstances and perform under pressure while maintaining a productive working relationship with co-workers, other agencies, the media, and the public. Must be willing to travel overnight. Must be willing to drive extended distances. Must be able to carry and operate technological communications equipment (including multimedia, sound, and recording equipment). Must be able to lift 50 pounds. This position travels between 20,000 and 25,000 miles per year.

Employee:

Signature: _____ Date: _____

Signature: _____ Date: _____

Signature: _____ Date: _____

Signature: _____ Date: _____